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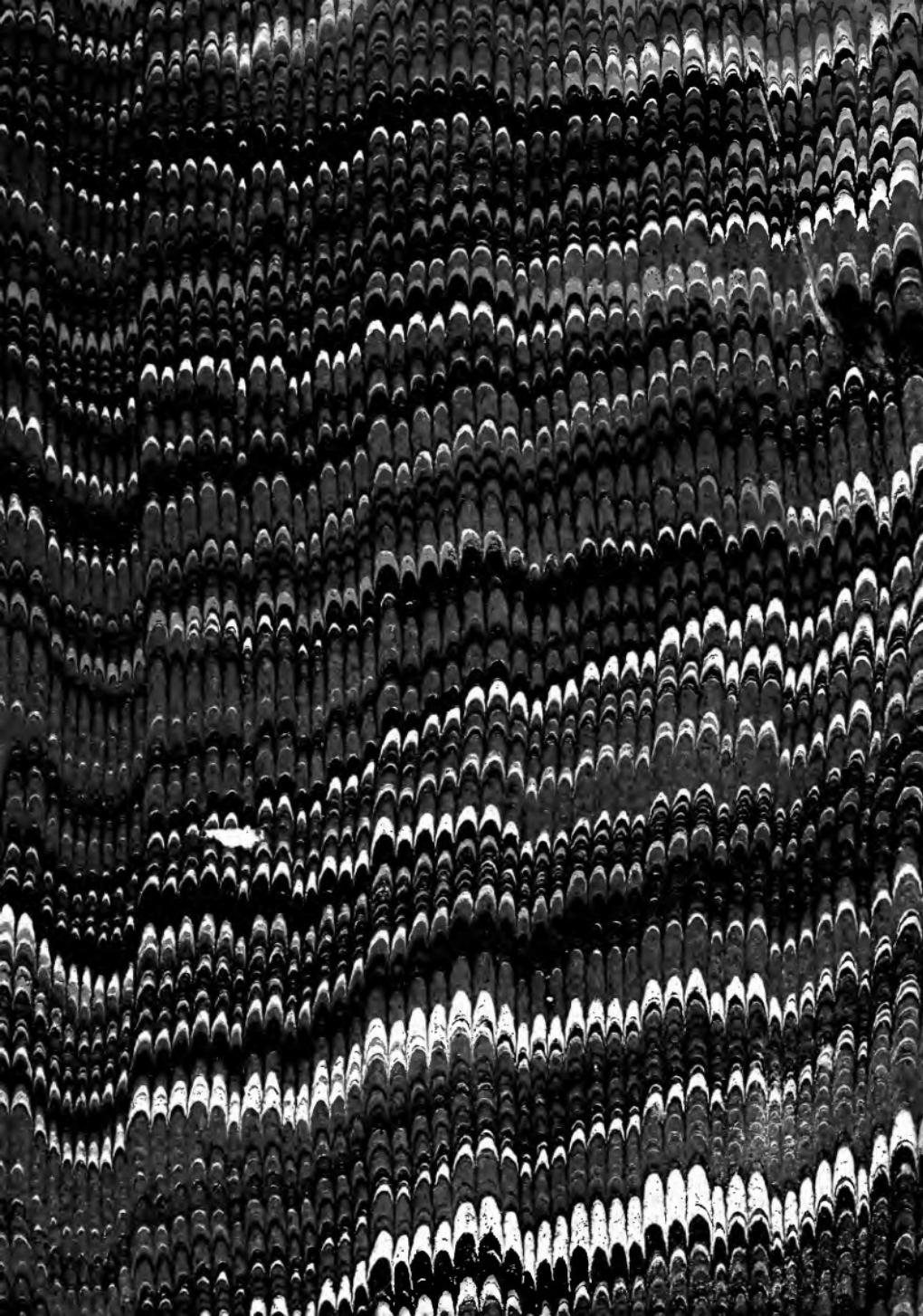
1873

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UNITED STATES OF AMERICA





Dreka's

Card Etiquette

"The demand for choice Stationery and elegantly Engraved Cards is an unerring indication of the taste and refinement of a community. Ladies and Gentlemen feel a natural pride in the style and quality of the appointments of the Escritoire, and half the *eclat* of a Wedding Reception hinges on the elegance of the card of invitation."

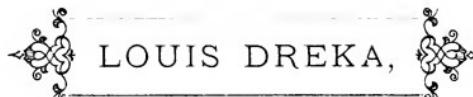
Season of 1873-4.

PUBLISHED BY

Louis Dreka,
CARD ENGRAVER AND STATIONER,
1033 Chestnut Street,
PHILADELPHIA.

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II
1873

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Visiting Cards.



VISITING CARDS for this Season are rather larger than formerly, and of the finest White, unglazed Bristol Board. Tints are seldom used; they do not harmonize so well with the engraving as white or cream. The shape of the card may be varied according to taste, the proper adaptation to the size of the lettering being maintained. The style of lettering is the English script, termed the "English round-hand;" also the Angular script. The Old English, however, is still used by many. Care should be taken to have the plate well engraved, and the letters correctly proportioned.

Ladies' cards are larger than those used by Gentlemen.

 Visiting Cards.

The Card for a Lady and her Daughters calling together, reads thus:

Mrs. George White.

The Misses White.

Reception days are mentioned on Visiting Cards of those having stated reception days: as

Mrs. Henry Green.

Thursdays.

1364 Walnut Street.

Cards sent to friends before leaving for a journey, are issued with simply P. P. C. in lower left corner, thus:

Miss Alice Smith.

P. P. C.

These Cards are enclosed in heavy and elegant, though plain envelopes, with monogram, initial, arms or crest, and sent by post in outside envelope.

Turning Card Corners.



HERE has been doubt as to what significance attaches to the turning down of a corner of the Visiting Card. The custom in our society, in this, is the same as that of London. On the upper left hand corner of the card is the word *Visite*; on the upper right corner, *Felicitation*; on the lower left corner, *Conge*; on the lower right corner, *Condolence*. These words are engraved on the reverse side of the card, and appear upon its face when the corner is turned down; or the words may be understood, and not appear on the card. When an ordinary call is made, the corner displaying the word *Visite* is turned down. *Felicitation* is to be used when making a visit of congratulation; *Conge* when a farewell is intended; and

Turning Card Corners.

Condolence when a desire to express sympathy with bereavement, &c., is coupled with the call.

Turning down corners is not now much used, and disfigures the card. Any expression that suits the caller could be written on its face, with a pencil, as the occasion required, and would be more esteemed by the recipient than the stereotyped expressions placed there by the graver.

Visiting Cards should be universally used. You call on your friend, and if you have no Card you must trust your name to a servant, who, it is more than probable, will make a mistake, and your friend comes down under the impression that you are a stranger or a peddler; but if you send up your Card, there is no opportunity for misapprehension.

Wedding Invitations.



NVITATIONS to Ceremonies, Weddings, viz., Ceremony at Church, Wedding Reception at home, and stated Reception-days, consist of a note sheet, containing the invitation to the Church, at a specified hour, as follows:

(WITH OR WITHOUT MONOGRAM.)

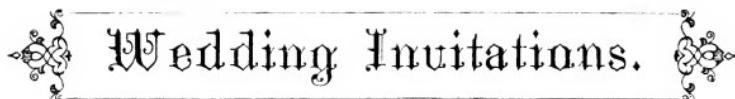
Ceremony.

Church of the Holy Trinity,

Walnut & Nineteenth Sts.,

Thursday, December Eighteenth,

At One o'clock.



Wedding Invitations.

With this is the Wedding Reception Card, issued by the parents of the Bride, which should read as follows:

Mr. & Mrs. Blank

*Request (or desire) the pleasure (or honor) of
your company, at the Wedding Reception of their
Daughter, on Thursday, December Eighteenth,
from Two until Four o'clock.*

1493 SPRUCE STREET.

Then a Card may be enclosed, announcing the Reception Days of the Bride and Groom.

Reception,

Tuesdays in February,

46 South 15th Street.

Wedding Invitations.

Then the Cards of the Bride and Groom. These are all enclosed in a large envelope, with monogram, arms or crest. If the Bride is the oldest unmarried daughter, her Card should read simply,

Miss Blank.

If the Wedding is a large one, the letters R. S. V. P., or an early answer requested, may be placed upon the Wedding Reception Cards, which require a prompt answer from the receiver, and will enable the giver of the entertainment to ascertain how many guests are to be provided for. When the "Ceremony" is performed at home, the Church Invitation is omitted, and the "Reception Invitation" is printed on a note sheet, with or without monogram, and a Card is enclosed with the words,

Ceremony at One o'clock.

To be sent to such of the friends as are desired to be present.

Wedding Invitations.

Among the new styles introduced this season, is the "Ecclesiastical," engraved in the pure Church Text of the XIIIth century, and resembling a page of high-class ancient manuscript; it is peculiarly suited to Church Wedding Invitations, and would read as follows:

*The Marriage of
Annie Stuyvesant Moran,
TO
Walter Hamilton Langdon,*

WILL BE SOLEMNIZED AT THE

Cathedral of St. Peter & St. Paul,

On Tuesday, January Thirteenth,

At Twelve o'clock.

A. D., 1874.

With the Monogram in combined bright and dull silver, or in Black, to correspond with the Invitation.

Cards of Announcement



N large note sheet, of approved shape, the following form is much used:

Mrs. William Akerd.

Miss Anna Maria Wilson,

Married Wednesday, October 22d,

1873.

And enclosing to those whom you desire to call a Card, thus:

Mr. & Mrs. William Akerd.

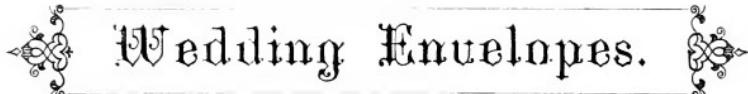
536 North Broad St.

With or without a specified time for callers, or after a given date. Or this form:

Mr. & Mrs. William Akerd.

On large Card, with a smaller Card of the Bride.

The above to be enclosed in handsome Wedding Envelope, with Monogram.



Wedding Envelopes.

WEDDING ENVELOPES are of two shapes—square and oblong, and are made, with the Invitation, of the finest English White or Cream paper, highly finished; and the Cards enclosed should in all cases correspond exactly in shade and quality.

The Monogram, Arms or Crest should always appear on the Wedding Envelope, either embossed, in Black to correspond with Invitation, or in Silver.

Envelopes of smaller size are generally used for Announcement and Complimentary Cards.



Wedding Envelopes.



Outside Envelopes are indispensable to properly sending Wedding Invitations, protecting the Wedding Envelopes from soiling, and receiving in full the superscription of the person or persons to whom they are sent. Number of street, &c., should never be written on the envelope proper—only the name—the street and number are reserved for the outside envelope.

In large Cities, many Invitations are now delivered by post, as being the most expeditious and reliable; although some address should be printed on the outside envelope, to ensure its return, should the party to whom it is directed not be found.

Anniversay Weddings.



HE PAPER WEDDING—in celebration of one year married, is more honored in the name than in the observance; a few have, however, been celebrated.

Invitations issued on peculiar styles of gray paper, resembling a thin paste-board, would carry out the idea.

Each Anniversary Wedding-day coming between the paper and the wooden, are designated the 2d, 3d, and 4th Anniversary. Within the last year, many Invitations for these entertainments have been issued.

Wooden Weddings.

WOODY WEDDING, or Fifth Anniversary, Invitations are issued on thin cards of wood, slightly veined, or on a sheet of Wedding note paper, and enclosing a card of wood.

The dates of the marriage and the anniversary are given. The following is a good form:

Wooden Wedding.

1868.—1873.

*Mrs. & Mrs. Thomas P. Ashton
Would be pleased to see you, on Wednesday Evening,
December 17th,*

At Eight o'clock.

An early answer requested.

1647 Spruce Street.

Tin Weddings.

 OR TIN WEDDINGS, celebrating the Tenth Anniversary, the announcement is sometimes on Tin-foil; but a prettier style is the Invitation on Wedding note sheet, in black, and enclosing a tin card. The following form is used:

Tin Wedding.

1863.—1873.

Mrs. & Mrs. Wellington McBride

Desire the pleasure of your Company, on Monday Evening, November 17th,

At half-past Eight o'clock.

1433 Green Street.

Crystal Weddings.



HE FIFTEENTH ANNIVERSARY is celebrated by a Crystal Wedding. Invitations may be issued on colored sheets of prepared "Gelatine," or on White Wedding Note Sheets, enclosing a sheet of Mica, which closely resembles glass.

Glass trifles are appropriate gifts on such occasions.

Crystal Wedding.

1858.—1873.

Mrs. & Mrs. Dennis Rosenbaum

Request the pleasure of your Company, on Friday Evening, October 24th,

At Eight o'clock.

Cherry Hill



Silver Weddings.



OR SILVER, or Twenty-fifth Anniversary Weddings, Invitations should be issued, printed in bright silver, on the finest paper, with the Monogram or Crest on the Envelope in pure silver. They are sometimes issued with "No Presents" at the bottom of the Invitation.

1849.—1874.

*The honor of your Company is requested at the
Silver Wedding Reception*

OF

Mr. & Mrs. Richard Warner,

On Thursday Evening, January 8th,

At Nine o'clock.

R. S. V. P.

456 Washington Square.

Golden Weddings.



HE GOLDEN WEDDING celebrates the Fiftieth Anniversary. The Invitations are engraved with great care, and printed in gold, with Monogram or Crest on Envelope, in gold, highly burnished.

1824.—1874.

Horace Anderson.

Mary Tompkins

Mrs. & Mrs. Horace Anderson

Request the pleasure of

*Company, on Tuesday Evening, January 20th,
At Seven o'clock.*

R. S. V. P.

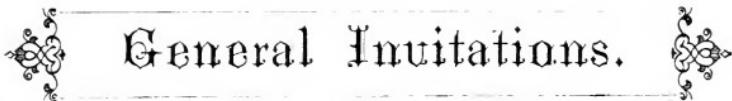
1520 Chestnut Street.

Anniversary Wedding

GIFTS.



TIQUETTE does not demand the acknowledging of an invitation to these Weddings, by presentation of valuable gifts. Members of the family, or very intimate friends, are the only persons from whom such gifts should be received. Invited guests should not absent themselves from such festive and agreeable entertainments by any false idea requiring them to contribute costly presents. These remarks refer particularly to presentation of silver and golden articles. For amusement and sociability, trifles in paper, tin or wood may be offered by casual as well as personal friends, on the occasion of Paper, Tin or Wooden Weddings.



General Invitations.



HE simplest forms are in best taste for general Invitations, and are varied to suit déjeuner, dinner, reception, birthday, &c. Form for Party Invitation:

*Mrs. & Mrs. Henry Moore
Request the pleasure of your Company, on Thursday
Evening, December Ninth, at Nine o'clock.*

1672 Chestnut Street.

The favor of an early answer requested.

(Or thus):

*Mrs. & Mrs. Richard Dick's
Compliments,
For Monday Evening, November 24th, at Eight o'clock.*

DANCING.

Chestnut Grove.

General Invitations.

Form when the Reception is given in honor of Visiting friends:

Mr. & Mrs. C. W. George

Request the pleasure of your Company, on Friday Evening, November 21st, from Eight to Eleven o'clock,

TO MEET

The President & Mrs. Grant.

Broad & Walnut Sts.

Form for Dinner Invitation:

Mr. Stuart Lamerton

Requests the pleasure of

Company at Dinner, on

at _____ o'clock.

125 South 15th St.

An early answer is requested.

 General Invitations. 

Form for Birthday celebration:

Mrs. & Mrs. H. Thompson

*Request the honor of your Company, to celebrate their
Son's majority, on Wednesday Evening, January
Seventh, 1874.*

R. S. V. P.

1402 Arch Street.

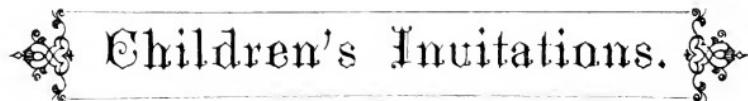
Mrs. H. Corlies Williams

*Would be happy to see you on Wednesday Evening,
November 12th, at Eight o'clock, to celebrate his
Eighteenth Birthday.*

An early answer if you please.

Shadewell.

Invitations for Weddings, Parties, Balls, &c.,
are usually sent out ten days in advance.



Children's Invitations.



THESE Invitations, printed on dainty Note Paper, enclosed in small, square Envelopes, have of late been very much used for Children's Parties.

The following forms are used:

Birthday Celebration.

Miss Mary Lee

Requests the pleasure of your Company, on Friday Evening, December 12th, from Five until Ten o'clock.

1624 North Broad St.

Master Harry Little

Requests the pleasure of your Company, on St. Valentine's Day, from Two until Four o'clock.

Woodland Terrace.

Acceptances & Regrets.

INVITATIONS to Dinners, Parties, Balls, &c., should be answered promptly; where the request is not mentioned in the invitation, it is understood. Where any doubt exists in regard to the ability of the person invited to be present at a soiree or ball, an acceptance should be sent at once; and if afterwards prevented from going, a short note of explanation or regret should be dispatched. No answers are expected to "Reception" invitations, unless requested. Acceptances and regrets are usually sent by special messenger, although the foreign custom of sending them by post is gaining favor.

Acceptances & Regrets.

Answers to Invitations, given in the name of the lady and gentleman of the house, are generally acknowledged to both in the answer, and the envelope addressed to the lady alone.

Mrs. & Mrs. Dayton

Regret extremely that they cannot accept Mr. & Mrs. Parker's kind Invitation for Thursday Evening.

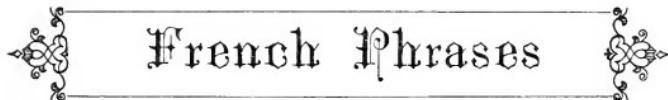
Or,

*Mrs. & Mrs. Dayton's Compliments
To Mr. & Mrs. Parker,*

Accepting, with pleasure, their kind Invitation for Thursday Evening.

Are good forms.

These acceptances and regrets are sometimes engraved and printed, and filled up as occasion requires, but a written answer is considered more complimentary.



French Phrases

USED ON INVITATIONS.

R. S. V. P.—*Repondez s'il vous plait*: The favor of an answer is requested.

P. P. C.—*Pour Prendre Congé*: To take leave.

Costume de Rigueur: Full dress, in character.

Fête Champêtre: A Rural Entertainment.

Bal Masque: Masquerade Ball.

Cotillon: Cotillion.

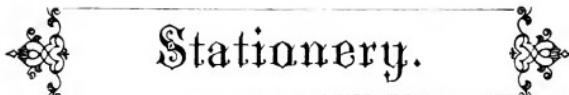
Soirée dansante: Dancing Party.

THE MENU,

AND DINNER-PLATE CARD.

At private Dinners, conducted with ceremony, the *Menu*, or list of Dishes, is laid at each plate,—an illuminated Monogram or Crest at the top of the page. The list of dishes may be written or printed.

An Illuminated Dinner-plate Card, on which the name of each guest is written, is laid on each plate, to designate the seats of the guests.

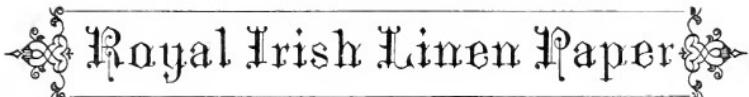


Stationery.

 ENGLISH PAPERS, both White and Tinted, and without lines, are now universally used for social correspondence, and should be of the finest quality, either highly finished or dead surface. Note papers with lines, or fancy French papers, are not considered "correct," and are restricted by etiquette to correspondents who are on terms of great intimacy.

The Royal Irish Linen Paper is meeting with much favor on account of the excellence of the quality, and will be very much used this season.

The sizes most in use are the long sheet, folding once into square envelope, and the square sheet folding once into oblong envelope. A new style just introduced promises to become very popular; it is a short, very wide sheet, folding once *perpendicularly* into square envelope, and is intended to accommodate the large angular hand-writing now so fashionable.



Royal Irish Linen Paper

PURE UNWORN LINEN CUTTINGS form the material from which these papers are made. The exclusion of all rags or worn-out fabrics, produces writing papers unequalled for strength and agreeable surface.

ANCIENT CREAM AND ANCIENT AZURE TINTS.—

The Cream shade is the same as that used in olden time, and is very pleasant to the eye in writing.

The Azure Tint has a pleasing appearance, and resembles some of the ancient papers.

MILL FINISH AND GLAZED SURFACE.—The “Mill Finish” is most agreeable to write upon, and entirely free from the *greasiness* which so often forms an objection to highly glazed papers.

The “glazed surface” will be found to have none of the usual disadvantages of glossy papers. The pure and strong fibre admits of the surface being produced by *friction solely*, and no “finishing substances” are employed.

Mourning Stationery.



THE most elegant Mourning Stationery is now produced in delicate and suitable tints, with a black border of medium width on *inside* as well as outside edges. The cream tint of the Royal Irish Linen Paper is peculiarly suitable for Black Bordering; also the azure of the same paper, which has a quiet and aristocratic appearance, and is much used in England.

The paper and envelopes should be stamped in black, or black and silver, with monogram or crest.

Visiting Cards should be white or cream, with a medium border on *both* sides.

The width of border may be varied according to fancy.

Memorials.

HE beautiful idea of the "Card in Memoriam" is being generally adopted in this country. The custom is very prevalent in England, and serves as a lasting tribute to the memory of a dear friend or relative, and will always be gratefully received, and can be carefully preserved in Albums. A prayer, stanza of poetry, &c., are sometimes inserted. The Memorial should not be sent out until a week or ten days after the funeral.

We append a few forms:

LONDON STYLE:

In Remembrance of the late
Thomas Henry Williams,
*Who died May 7th, aged 27 years, and who
 was this day interred at*
Highbury Chapel.
May 45th, 1872.
With the Family's kind regards.

 Memorials.

In Memory of
Abraham Lincoln,
President of the United States of America,
Born February 12, 1809—Died April 15, 1865.
"With malice toward none; with charity for all."
Rest in Peace.

IN MEMORY OF
Julia,
The beloved and devoted Wife of
Charles Johnston Smith,
Who departed this life August 13,
Aged 29 Years,
AND WAS THIS DAY INTERRED AT
Laurel Hill.
August 20, 1873.

Monograms, Crests, &c.



MONOGRAMS, in single color and illuminated, are still much used. Crests and Coats of Arms, in bright gold or silver, or illuminated in proper colors, are very *distingué*. Names of country residences, villas or town houses are handsomely placed upon the upper right corner of the sheet, with the capital letters in gold, the rest in color. The Monogram or Crest may be placed on the opposite corner. Paper with fancy devices, such as animals' heads, butterflies, flowers, insects, &c., are also much used. A new and pretty style of stamping is in oxidized silver, which harmonizes well with white or tinted papers.



Heraldry.



HERALDRY, like most other inventions, was introduced and established gradually. From the rude representation of particular figures, generally designed as characteristic of the bearer, it at length became a science, methodized and perfected by the crusades and tournaments.

Coats of arms are thought to be clearly referable to the tournaments, having been then a sort of livery. The appellation *Arms* must be ascribed to the fact that the marks of distinction so called were chiefly and first worn by military commanders on their shields, banners, or other martial instruments.

After the date of the Norman conquest, Heraldry made rapid progress in England, and the high estimation in which it was held is attested by its union with other arts, especially with paintings and sculpture.

The science of Heraldry teaches how to blazon or explain, in proper terms, all that belongs to coats of arms; hereditary marks of honor, made up of colors and figures, which serve to denote the descent and alliance of the bearer; or to distinguish States, Cities, Societies, &c., civil, ecclesiastical and military.

A full *coat of arms* is made up of the shield, supporters, crest and motto.

The *shield* is the field or ground whereon are represented the figures and charges. The *Dexter* side is the right and the *Sinister* the left of the shield.

Heraldry.

By *Tinctures* is meant that variable color of arms, common both to shields and their bearings. There are seven tinctures in Heraldry, two of which are metals and five are colors. The metals are *gold* and *silver*, termed *Or* and *Argent*; the colors are *Blue*, *Red*, *Green*, *Purple* and *Black*, termed respectively *Azure*, *Gules*, *Vert*, *Purpure* and *Sable*.

When natural bodies, such as animals, plants, or celestial bodies, &c., are introduced into arms, they frequently retain their natural colors, which is expressed by the word *Proper*.

These Tinctures are represented on engravings and drawings thus: *Or*, by dots; *Argent* is plain; *Azure* by horizontal lines; *Gules* by perpendicular lines; *Vert* by diagonal lines from the sinister chief to the dexter base points; *Purpure* by diagonal lines from the dexter chief to the sinister base points; *Sable* by perpendicular and horizontal lines crossing each other.

The *Crest* is above the shield, resting on a wreath, crown, helmet or chapeau.

Supporters are figures placed at the side of the shield; they are so called because they seem to support the shield. The right to bear them is confined to Dukes, Marquises, Earls, Viscounts, Barons and Knights of the Garter and of the Bath.

The *Motto*, properly speaking, has no relation either to the name or the arms of the bearer, but is simply an expression or saying, carried in a scroll under or above the arms.

We are restricted by want of space to these few points on Heraldry, but any further information cheerfully given, and Heraldic works open for reference at our establishment.



DREKA,

IMPORTING STATIONER,
CARD ENGRAVER,
PLATE PRINTER,
And Manufacturer of
FINE PAPERS & ENVELOPES.

With Correspondents in London, Paris and Vienna.

Customers can rely on procuring *any style* wanted at our establishment, or have it made to order at short notice.

Particular attention given to Invitations for WEDDINGS, RECEPTIONS, BANQUETS, BALLS, COLLEGE COMMENCEMENTS, &c., which are prepared in the most approved style of the best materials and workmanship.

Depot for MARCUS WARD'S ENGLISH BOOKS for NEWSPAPER CUTTINGS. A Ready Reference Receptacle for Scraps of Print from our chief source of knowledge — the newspapers; with Patent Alphabetical Index, and spaces for marginal notes.

Wholesale and Retail,

1033 CHESTNUT STREET.



Illuminating.



HE Art of Illuminating Monograms and Coats of Arms has reached such a state of perfection in this country that it deserves a passing notice.

To perform this work properly requires years of practice, fine judgment and good taste to produce the harmonious blending of colors, and the best combination of tints matched to the shade of the paper to produce the most pleasing effect.

By the aid of skillful artists, as well as *properly engraved dies*, the most perfect work of this kind is now produced at a reasonable cost, and cannot fail in finding its place in the "Escrtoire" of every fashionable lady and gentleman.

A new style of illuminating is in oxidized and bright silver combined, and is pleasing on tinted as well as white papers.



Useful and Elegant.



A FEW of the leading articles always to be found in our stock.

Pocket Book, Card & Letter Cases,
A LARGE & HANDSOME ASSORTMENT.

FINE ENGLISH & FRENCH BLOTTING CASES.

- | | |
|------------------------|-----------------|
| Blank Books, | Pocket Pencils, |
| Cigar Cases, | Paper Weights, |
| Calendars, | Pen Wipers, |
| Dinner Cards, | Port Folios, |
| Dictionary Blotters, | Penknives, |
| Fine Diaries, | Sealing Wax, |
| Gold Pens, | Seals, |
| Ink, | Scrap Books, |
| Inkstands, | Steel Pens, |
| Lead Pencils, | Tourist Cases, |
| Letter Scales, | Tape Measures, |
| Memoranda Books, | Thermometers, |
| Pen Holders, | Writing Desks, |
| Paper Cutters, | Whist Markers, |
| Pocket Match Boxes, | Initial Paper, |
| Playing Cards & Cases, | &c., &c., &c. |

Anything out of our line will be procured at cost for out-of-town customers.

Stone Seal Engraving.

SEAL ENGRAVING ranks with the Fine Arts, and merits notice. The practice of using gummed envelopes has, by superseding wax, gone far to extinguish the occupation of the seal engraver. Not many years ago a massive seal, bearing the crest of the wearer—if he were fortunate enough to have one, or his initials, if he could not claim heraldic privileges—was invariably suspended on the watch-guards of gentlemen; and ladies carried daintily gotten-up seals with which they impressed emblems of love on the gaudily colored and perfumed wax which preserved the contents of their *billet-doux* from the glance of rude eyes. Wax and seals have had their day, but may be revived; but signet rings are still in fashion, and keep the lathes of the engravers from coming to a stand. Engraving on gems is one of the nicest artistic occupations. It is easy for engravers on metals to repair flaws or imperfections, but the seal-engraver has no facilities for doing so. If he makes a blunder, the gem is ruined, and his labor is lost. He begins operations by fixing the gem on a convenient handle, and then draws the design upon it with a brass needle. The engraving is done by means of fine tools resembling drills, to which a rapidly revolving motion is given in a small lathe. The tools are dipped from time to time into a composition of diamond dust and olive oil; and the operator holds the gem in his hand and applies it to the tool. So fine is the work generally that a powerful eye-glass has to be used; and so slow is the process of cutting that a whole day is required for the engraving of a circular ribbon, motto or monogram.

DREKA'S

DICTIONARY BLOTTER, or Combination of Word-Book with a Blotting-Case.

This Word-Book being an addition to the ordinary Blotting-case, renders it of the greatest assistance to the letter writer, with but a trifling addition to its bulk or cost, and comprehending all the words of the English Language in general use.

All can appreciate its usefulness. A word embarrasses you for the moment; you have it on an adjoining leaf. You are saved at least from a troublesome search for a dictionary, perhaps from an orthographical error.

Wholesale and Retail.

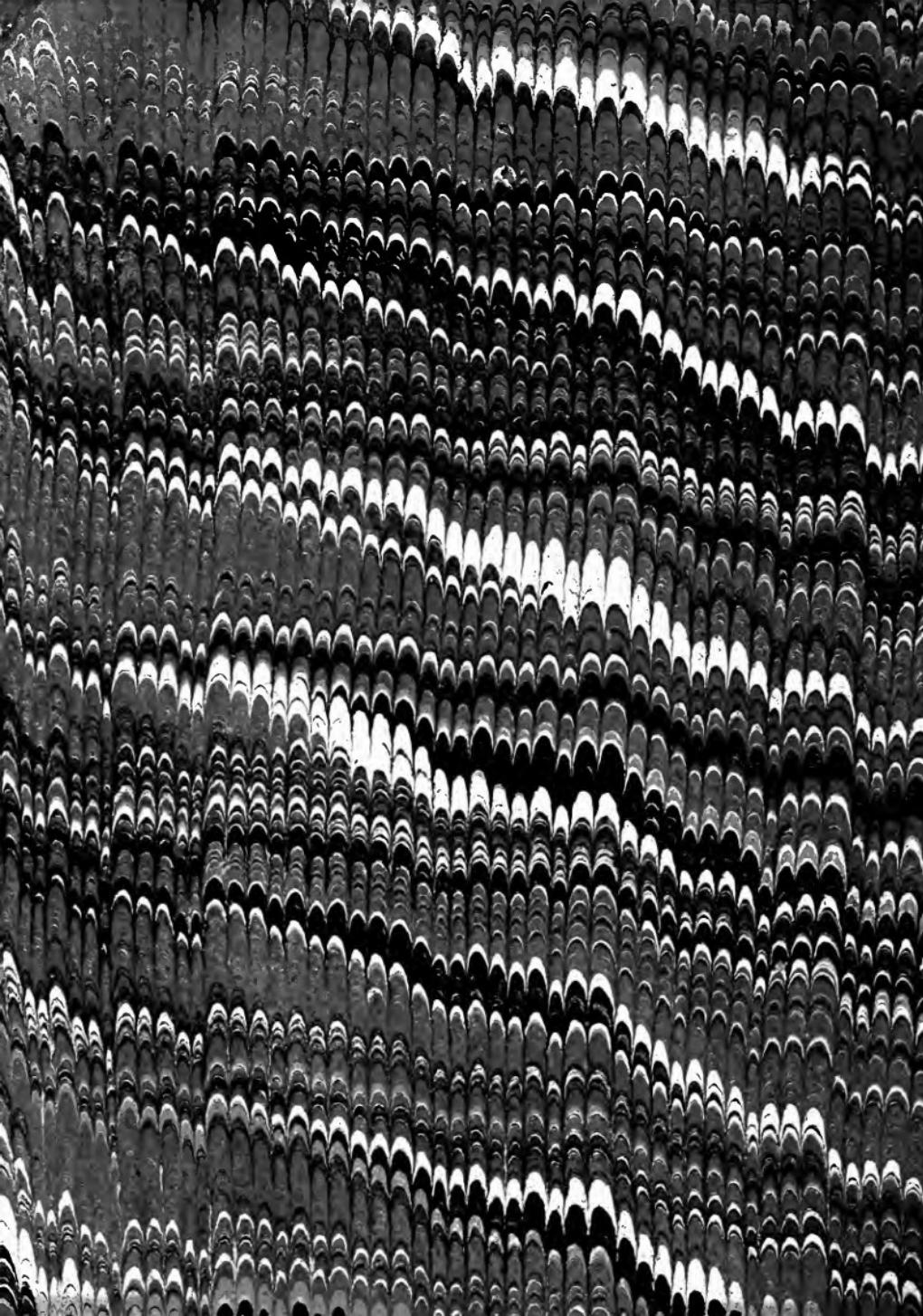
Send for price list and descriptive circular,

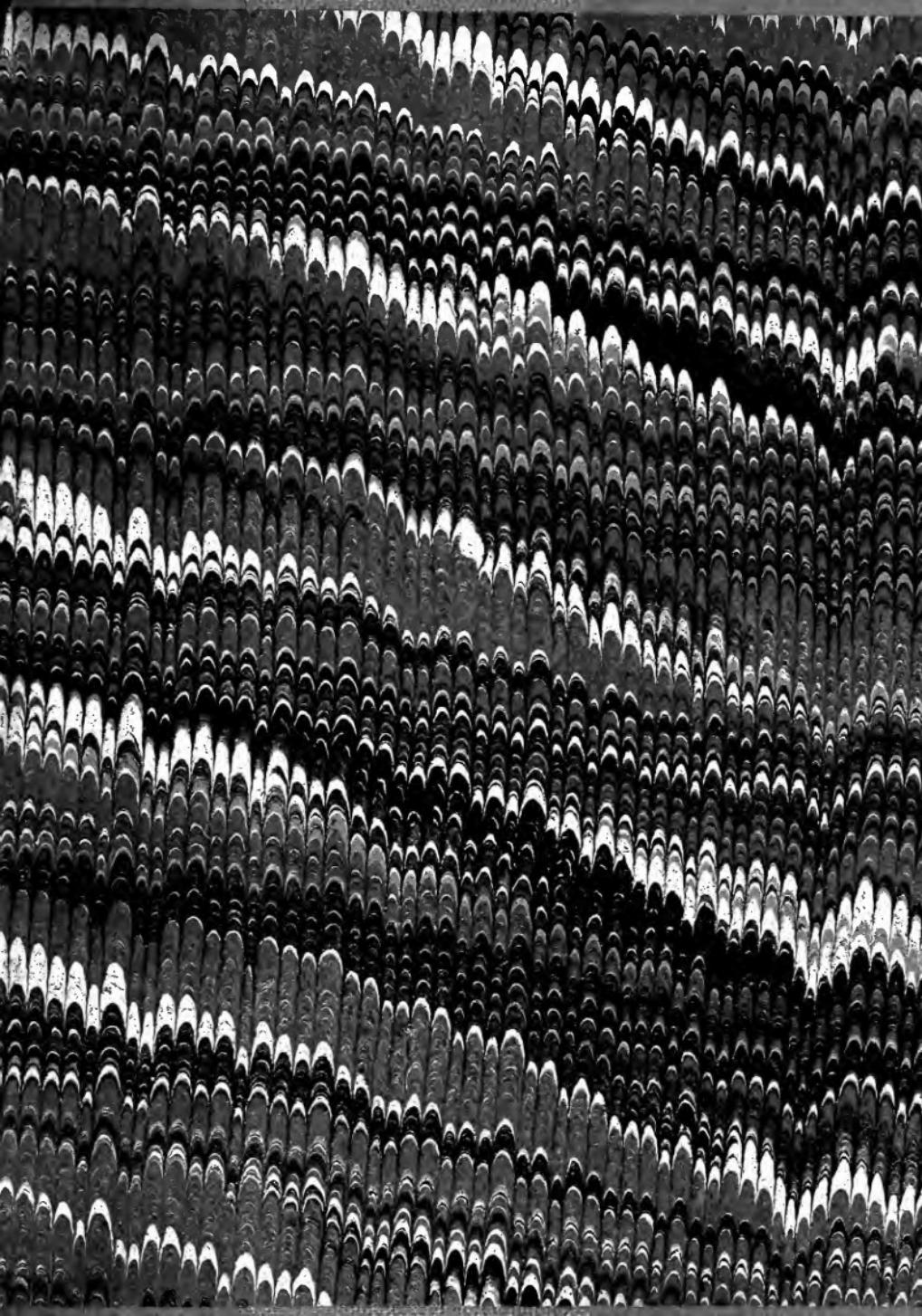
LOUIS DREKA,

1033 Chestnut St., Philadelphia.

DREKES
and
Gard Sighniffes.

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